



PRESS RELEASE

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Both Fans and the Club will win with the Red Devils' Bonus

DenizBank carried into effect the exclusive "Mersin Idman Yurdu Bonus Card" for Mersin Idman Yurdu fans who set their hearts to the red and navy blue colors of their team. With Red Devils' Bonus having all features of Bonus Card, fans can take advantage of many campaigns and discounts while contributing to the income of their club.

DenizBank offering innovative solutions that comply with customer needs with its financial portal mentality continues to enhance its collaboration with sports clubs. "Mersin Idman Yurdu Bonus Card", exclusive for fans who set their hearts to the red and navy blue colors of their team, has been carried into effect with collaboration of **Mersin Idman Yurdu Spor** and **DenizBank**. The publicity meeting of the product being the first exclusive card for Mersin İdman Yurdu was held on Saturday, October the 22nd in Macit Özcan Sports Facilities. Executive Vice President in charge of Retail Banking Group **Gökhan Ertürk**, Mersin Idman Yurdu Sport Club Deputy Chairman **Dr. Ayhan Erdem** and Mersin Idman Yurdu Sport Club Coach **Nurullah Sağlam** attended the publicity meeting.

"The aim is 40 thousand cards in 2 years"

In the speech he made in the publicity meeting, DenizBank Executive Vice President in charge of Retail Banking Group Gökhan Ertürk, expressed his joy in being in collaboration with Mersin Idman Yurdu Spor, one of the most important football teams of Turkey. Ertürk stated: "It is an honor for us to contribute to development of sports in Turkey via our distinguished clubs. Moving forth with the niche market approach we focus on, our practices regarding fans for sports clubs which is one of our top priority sectors, are continuing. As you all know, we are the only bank which has a card program with the top 4 teams. We are glad to have signed a contract with Mersin Idman Yurdu after Eskişehirspor and Çaykur Rizespor. With Mersin İdman Yurdu Bonus, both fans will be able to take advantage of many campaigns and discounts, and the income of the club will increase. Fans will contribute to the income of their club in every purchase they make with their card without paying any extra fee. We estimate that Mersin İdman Yurdu Bonus will reach a card number of 40 thousand in 2 years".

Deputy Chairman of Mersin İdman Yurdu Sports Club **Dr. Ayhan Erdem** said, "We are proud of our championship which we longed for 28 years. We are taking great steps on the



corporate side and we will continue to do so. Tevfik Sırrı Gür Stadium has been renovated and lighting has been completed. Last week the first evening game was played in the stadium. At our Mersin Store, MİY products are sold. Monthly magazine of our new club will be issued as from November. Works for new stadium and facilities are going on. But above all, fan credit card agreement which is the product of our joint work with DenizBank has been concluded today. With this agreement, it has been aimed to establish a continuous and indirect bond with our real fans. I hope this agreement will be beneficial for the whole Mersin community.”

Privileges offered by Mersin İdman Yurdu Bonus

- Special for the launch, a total of TL 35 bonus will be given until the end of the year, TL 20 being for approved applications for Mersin İdman Yurdu Bonus Card and TL 15 being for the first spending of TL 50 made by the card.
- Mersin İdman Yurdu Bonus Card holders will benefit from all opportunities offered by Bonus which has the largest merchant network in Turkey.
- Card holders will be able to pay in installments, earn and spend bonus points and benefit from all campaigns at merchants.
- Card holders will enjoy advantages at stores of the club and when purchasing game tickets.
- Periodical campaigns will be organized for fans.
- With the traditional “Goal” campaign, Mersin İdman Yurdu Bonus Card holders who once text GOL and send to 3280 will have the chance to earn extra bonus as many as the goals scored by their team at matches won (3 goals=TL 3 bonus), on condition that they spend TL 500 and more per month.
- As Mersin İdman Yurdu wins, card holders will also win.
- A particular contribution amount will be transferred to the club from the shopping made. Card holders will contribute to their teams with every purchase they make without paying anything extra.
- With Mersin İdman Yurdu Bonus Card which has contactless payment features thanks to Visa PayWave infrastructure, payments under TL 35 will be made quickly and securely without carrying coins.

One can apply for the Red Devils’ Bonus from all DenizBank branches, AçıkDeniz Telephone Banking at 444 0 800, AçıkDeniz Internet Banking or www.denizbank.com.